

Aftersales Demand Generation Manager

Basic Job Information

Job Title	Aftersales Demand Generation Manager
Brand/Function	One Aftersales
Department	Aftersales Business Development
Job Grade	D/D1
Location	Blakelands
Role Reports to	Aftersales Programme Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

Deliver service and parts, programmes and initiatives to drive performance and maximise profitability through all channels for VWPC, VWCV, SEAT and SKODA. Activities targeted at maintaining existing customers, regaining lost customers and maximising margin and volume contribution.

Key Areas of Responsibility

- Create and manage CFA (predictive marketing) annual plan. Analysis of campaign results to drive performance improvement, and identify opportunities for the maximisation of service & parts sales through the retailer channel
- Working with Brand marketing colleagues to deliver all aftersales marketing creation covering CRM, Digital and in Retailer collateral
- Customers and Vehicles for Life– manage our loyalty product portfolio including service plans and All-in retention product.
- Consult with Propositions on development of new initiatives and lead implementation and ongoing management.
- Promotion and engagement of customer offers such as Fixed Price Servicing
- Seasonal promotional activities and programmes
- Efficient spend of brand aftersales budget supporting marketing activities
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams.
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects

Compliance Responsibility

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Working Relationships

- Brand Marketing team
- Proposition Manager(s)
- Aftersales Retailer Operations
- Aftersales Intelligence

Skills

- Analytical skills and commercial ability to identify opportunities for revenue and/or growth
- Excellent project management skills to successfully deliver strategies and campaigns
- Ability to interact with credibility across a range of stakeholders at all levels
- Strong communication skills, both written and verbal
- Strong influencing skills across a wide audience including senior management
- Ability to prioritise workload and react quickly to short deadlines

Experience

- Experience of working with and managing external suppliers to deliver KPIs and SLAs
- High degree of commercial awareness
- Experience of delivering results through other functions/teams
- Experience of working within a customer focussed organisation

Qualifications

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Career Pathways

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Version Control

Date	Version No.	Reviewed by	Comments/Action
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